

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **September 24, 2002, Work Session**

AGENDA ITEM NO.: **3**

CONSENT:

REGULAR: **X**

CLOSED SESSION:

(Confidential)

ACTION: **X**

INFORMATION

ITEM TITLE: **Special Events Appropriation**

RECOMMENDATION: Appropriate funding establishing budgets for City Sponsored special events and grant program to fund City Sanctioned special events.

SUMMARY: City Council adopted the special events policy on July 9, 2002. As part of implementing the policy, staff recommends establishing a budget to support City Sponsored special events and City Sanctioned special events. A City Sponsored special event is an event directly organized and conducted by the City of Lynchburg or any Special event organized by a non commercial event organizer that the City has elected to support through appropriation of funds within the City's budget. A City Sanctioned special event is any special event approved to receive funding through the City's Special Event Grant Program.

Policy documents describing the process for identifying both City Sponsored and City Sanctioned especial events are attached for your review.

PRIOR ACTION(S): Council Work Session, July 9, 2002

BUDGET IMPACT:

Funds are needed in the following amounts to fund special events:

City Sponsored Events: \$58,480

City Sanctioned Events: \$30,000

CONTACT(S): Kay Frazier, 847-1640 ext 128
Larry Landolt, 847-1640 ext 125
Diana Trent, 847-1776

ATTACHMENT(S):

Resolution

Policy Statements: City Sponsored and City Sanctioned Events

Summary of Costs for City Sponsored Events

REVIEWED BY: lkp

2003 City-Sponsored
Special Events
City Services Costs

2002 Events	Event Venue	Event Start Date	Event Organizer	Total Estimated Cost		Fire Dept.	B&G Div.	Parks & Rec.	Other
				of City Services	Police Dept.				
Lynchburg Symphony Pops Concert	The Merritt Hutchinson Stadium - Baseball	May 24, 2003	Lynchburg Symphony Orchestra	\$ 2,175.00	\$ 250.00	\$ 200.00	\$ 600.00	\$ 800.00	\$ 325.00
Friday Cheers (14 events)	Community Market	May - Aug.	Lynch's Landing, Inc.	\$ 29,750.00	\$ 11,800.00	\$ 2,800.00	\$ 4,075.00	\$ 6,750.00	\$ 4,325.00
Cheers On The River	Jefferson Street Riverfront	August	Lynch's Landing, Inc.	\$ 3,025.00	\$ 2,350.00	\$ 200.00	\$ 350.00	\$ -	\$ 125.00
National Trails Day	Percival's Island & Jefferson Street	June	City of Lynchburg Parks & Recreation	\$ 1,600.00	\$ 375.00	\$ 300.00	\$ 800.00	\$ -	\$ 125.00
River Of Time/Batteau Festival	Jefferson St. Riverfront & Percival's Island	June	Lynch's Landing, Inc.	\$ 7,325.00	\$ 5,100.00	\$ 750.00	\$ 1,300.00	\$ -	\$ 175.00
Day In The Park	Miller Park	September	Lynchburg Junior League	\$ 4,730.00	\$ 2,800.00	\$ 300.00	\$ 1,500.00	\$ 80.00	\$ 50.00
Virginia Ten Miler	Langhorn & Rivermont Aves.	September	Sports Capital of Virginia, Inc.	\$ 5,025.00	\$ 3,850.00	\$ 875.00	\$ 250.00	\$ -	\$ 50.00
Jaycees Christmas Parade	Main Street - Downtown	December	Lynchburg Jaycees	\$ 4,850.00	\$ 4,500.00	\$ -	\$ 300.00	\$ -	\$ 50.00

\$ 58,480.00

Primary reasons the total has increased from prior estimate:

- * Cheers on The River event has been added to the Friday Cheers list of events. (\$3,025 impact)
- * A fourteenth Friday Cheers event was not calculated into the prior estimate. (\$2,125 impact)
- * In the case of Friday Cheers, Symphony Concert & Day In The Park, the hourly fee for Police service has previously been either \$20 or \$25/hour. For this table the fee is calculated at their current "On-duty" average rate of \$31/hr. (est. \$4,500 impact)
- * Special Event Permit Application fees (\$50@) have been added to this estimate (\$350 impact)
- * The number of Police officers scheduled to work at the Day In The Park event has increased from six paid officers in 2002 to sixteen paid officers 2003. (\$1,900 impact)
- * More accurate costs have been ascertained for the Lynchburg Symphony Concert event. (\$1,500 impact)
- * Additional Electrician Services and other Building & Grounds Services for Day In The Park (\$750 impact)



CITY OF LYNCHBURG

CITY-SPONSORED SPECIAL EVENTS

PROPOSED SEPTEMBER 24, 2002

I) PURPOSE

It is the purpose of listing the City-Sponsored Special Events criteria to clearly outline the elements required and desired by the City for this designation. It is further intended to provide a tool that Special Events organizers can use to seek such designation. In order to be granted this status a Special Event and its Event Organizer must clearly display over an extended period of time; a) a high level of community support; b) a positive community contribution; c) a stable financial administration and management; and d) the ability to effectively host a Special Event within the guidelines set by the City. In awarding City-Sponsored status and its associated funding, the City of Lynchburg acknowledges that such Special Events greatly enhance the quality of life for citizens of Lynchburg and provide benefits to citizens through the creation of unique venues for expression and entertainment that are not normally provided as a part of governmental services.

The proposed City-Sponsored Special Events are for the fiscal year July 1, 2002 to June 30, 2003. (See attached list)

II) CITY-SPONSORED SPECIAL EVENTS CRITERIA

- 1) Must be approved by Lynchburg City Council for City-Sponsored status.
- 2) The Special Event must be in at least its fifth year of existence.
- 3) The Special Event must show growing or at least a stable public interest. This is exhibited through attendance, sponsorship and community support.
- 4) The primary Event Organizer must be either a Lynchburg based qualified non-profit Corporation or a City agency.
- 5) If the Event Organizer is a non-profit organization, the organization must be financially stable, have an active membership, and provide viable service(s) to the citizens of Lynchburg.
- 6) The Special Event must clearly display and contain elements that contribute to the quality of life for the City of Lynchburg. Examples: historical, cultural, arts, community-spirit, wellness, etc.
- 7) The Event Organizer must have a proven track record of successfully and effectively managing and administering the Special Event. This would include
 - a) a record of effectively providing and training event volunteers and staff;
 - b) adherence to City of Lynchburg policies and provisions related to Special Events;
 - c) if beer/wine is to be serviced, a record of adherence to Virginia Alcohol Beverage Control policies.
- 8) The Event Organizer must obtain a City of Lynchburg Special Event Permit.
- 9) The Event Organizer must submit a post-event report to the City within 30 days from the end of the Event.

III) FUNDING OF CITY-SPONSORED SPECIAL EVENTS

- 1) During the City's annual budget process, the City Manager will recommend to City Council a list of Special Events earmarked for City-Sponsored status during the upcoming fiscal year.
- 2) Public funding for City-Sponsored Special Events is not guaranteed beyond the current fiscal year in which it is approved. City Council will annually elect to continue this funding.



CITY OF LYNCHBURG

SANCTIONED SPECIAL EVENTS

GRANT PROGRAM

PROPOSED SEPTEMBER 24, 2002

I) PURPOSE

It is the purpose of the City of Lynchburg Sanctioned Special Events Grant Program (hereafter referred to as "Grant Program" or "Grant") to assist non-profit organizations that wish to host Special Events within the City of Lynchburg with funding assistance. Funding is for the exclusive purpose of offsetting some or all of the cost of City Services required for the Special Event. The City of Lynchburg recognizes that such Special Events can enhance the quality of life for citizens of Lynchburg and provide benefits to citizens through the creation of unique venues for expression and entertainment that are not normally provided as a part of governmental services. Additionally, it is recognized that tax-exempt non-profit organizations that benefit the community are central to the quality of life in Lynchburg and that they often develop through their Special Events the resources to provide essential services to the citizens of the City of Lynchburg. It is further envisioned that these Special Events can enhance the development of tourism by increasing visitation, expenditures, and overnight stays within the City.

The Grant Program is for the fiscal year July 1, 2002 to June 30, 2003.

II) GRANT PROGRAM GUIDELINES

Any qualified Lynchburg based non-profit organization and/or any City agency may apply for a Grant according to the following guidelines:

- 1) The Applicant Organization must be a City agency or a current qualified non-profit corporation that has been in existence for at least two years.
- 2) The Applicant Organization must be the primary Event Organizer of the Special Event. Additionally, the Applicant Organization must be the primary financial administrator and event manager, although they may partner with other organizations and/or companies in administering, organizing and promoting the Event.
- 3) Grants are for those Special Events that clearly display and contain elements that contribute to the quality of life for the City of Lynchburg. Examples: historical, cultural, arts, community-spirit, wellness, etc.
- 4) Priority will be given to those Special Events that are to be held in downtown Lynchburg.
- 5) Priority will be given to those Special Events which will best promote out-of-town visitors.
- 6) Priority will be given to those Special Events that are expected to be an annual or repeat event; however, a Grant may be approved for a one-time Special Event if such event will significantly impact the quality of life for the citizens of Lynchburg.
- 7) The Approval Committee will consider such factors as the Applicant Organization's:
 - a) fiscal stability;
 - b) track-record in administering Special Events;
 - c) ability to provide and train the anticipated event staff; and

- d) other such factors that provide insight into their ability to effectively administer, develop and grow the Special Event.
- 8) The funds provided through the Grant Program are for reimbursement for City services only (not for administrative or clerical costs, event production assistance, or to supplement the Event's other operating costs). The City will determine the level of City services required and/or requested by the applicant in order to safely and effectively administer the Special Event.
- 9) The maximum amount of any Grant per single Special Event, in a single City fiscal year is \$3,000.00. However, Grants may be approved for less than the maximum \$3,000 or less than the amount requested.
- 10) Grants are provided on a year-to-year basis. The Applicant must apply each year for continued Grant approval.
- 11) Grants will only be provided to a specific Special Event for a maximum of three years.
- 12) All efforts will be given to provide Grants to as many Applicant Organizations as possible. To do so, the Approval Committee may limit the number of Grants approved to a specific Applicant Organization during any single fiscal year.
- 13) The Approval Committee has the sole and final authority in approving Grant Applications.
- 14) Organizations receiving a Grant may submit an application for other Special Event Grants, but must submit a separate application for each.
- 15) A Grant Approval Committee of at least three, and as many as five, Lynchburg citizens or City Employees will have the sole and final authority in approving Grant Applications. Members of the Approval Committee will serve two-year terms on a voluntary basis and will be approved by the City Manager or his/her designee. An Approval Committee member may serve as many as three terms, but may not be a member or employee of any current Event Organizer within the City of Lynchburg. In the event that an Approval Committee member is associated with a future Grant Applicant Organization in a personal or professional manner, that Committee member shall withdraw from the approval process during that cycle.

III) GRANT APPLICATION PROCEDURES & SCHEDULE

There are two Grant Application approval cycles per fiscal year (July 1st – June 31st). The deadlines for Grant Application are November 15th and April 15th of each year. Grant Applications submitted after a deadline will automatically be moved to the next approval cycle unless the Event will take place prior to the conclusion of the next approval cycle. No Applications will be approved for an Event that has already taken place.

The application process is as follows:

- 1) Complete and deliver the Sanctioned Special Event Grant Application to the City of Lynchburg;
 - c/o Business Manager
 - Lynchburg Parks & Recreation Division
 - 301 Grove Street
 - Lynchburg VA 24501
 - (434) 847-1640 x125
 - (434) 528-2794 Fax
- 2) Complete and include a City of Lynchburg Special Event Permit Application with the Sanction Special Events Grant Application.
- 3) Applicants will receive an acknowledgment of receipt of their Application.

- 4) The Parks & Recreation Business Manager will provide a cost estimate of City services for each Grant Application to the Approval Committee within 30 days from the application deadline.
- 5) Notification by the Approval Committee of either approval or denial of an application will be given within 60 days of the application deadline.
- 6) Approved Grant funds will be reimbursed directly to the Applicant upon satisfactory completion of these items:
 - a) The Applicant must be granted a Special Event Permit from the City.
 - b) The Applicant must meet and adhere to all City policies, provisions and regulations related to Special Events.
 - c) The Applicant must submit a post-event report to the Approval Committee within 30 days from the end of the Special Event.
 - d) Each City department will issue invoices for their respective services directly to the Applicant no later than 30 days after the Event.
 - e) The Applicant must pay these invoices within 30 days of receipt.
 - f) The Applicant must submit a reimbursement request for the approved Grant funds along with evidence of payment for City services (City receipt). The Applicant will receive the total amount of the approved Grant or the total amount of paid City services, whichever is less. Payment requests must be submitted to the Grant Approval Committee within 90 days from the end of the Special Event.

Resolution

BE IT RESOLVED That \$88,480 is appropriated from General Fund Reserve for Contingencies to fund City Sponsored and City Sanctioned Special Events.

Introduced :

Adopted:

Certified:

Clerk of Council

199L